Program Description/Textbook or Print Instructional Material

Vendor: Goodheart-Willcox Publisher   Web Address: www.g-w.com

Title: Graphic Communications

Author: Z. A. Prust   Copyright: 2003

ISBN: 1-56637-984-9   Course/Content Area: Graphics Communications Technology

Intended Grade or Level: 9-12   Readability Level: 10.4

List Price: $53.28   Lowest Wholesale Price: $39.96

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p.8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the instructional material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Two

If Level Two or Three, please provide rationale for not meeting Level One Compliance: We are unable to offer

Level One Accommodation due to the added time required to re-layout our books to the extent required to be Level

One compliant.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

Student Experiences

Assessment

Organization

<u>Resource Materials</u>

Gratis Items To Be Provided And Under What Conditions

Textbook *
Instructor's Manual*

* Free, one per teacher

Available Ancillary Materials

Workbook

Group V - Career/Technical
Vocational/Practical Living Education
Instructional Materials Evaluation Tool
IT Computer & Technology Applications

Title: Graphic Communication Cost: $ 39.96	
Publisher: Goodheart-Willcox	
Item Evaluated: Textbook/Manual	
Copyright Date: 2003	**Evaluator: Scott Horan**
Content Level: 9-12	**Date of Evaluation: 7/31/2003**

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance

This section completed by Exceptional Children Services

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
X Recommended by reviewers to State Textbook Commission
Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical
Vocational/Practical Living Education
Instructional Materials Evaluation Tool
IT Computer & Technology Applications

Title: Graphic Communication	Publisher: Goodheart-Willcox

Technology Management Summary Data:	20 possible points	_____0_____ points earned

Technology Management Comments: Technology integration would have made the product better.

Technology Presentation/Interface Summary Data:	40 possible points	_____0_____ points earned

Technology Presentation/Interface Comments:

Content Summary Data:	48 possible points	__45_____ points earned

Content Comments: Content matches standards but needs technology.

Instruction & Management Summary Data	52 possible points	___35_____points earned

Instruction & Management Comments:

Organization & Structure Summary Data	36 possible points	___36_____ points earned

Organization & Structure Comments:

Resource Material Summary Data	40 possible points	___24_____points earned

Resource Material Comments:

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form - Computer Concepts Basics—Thomson/CT
Stand Alone/Independent or Integrated Software for Computer & Technology Applications

Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	No Software Reviewed	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle		Supplemental	____lab pack of ___ copies	_____online
DVD	High	Large Group	In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	____Tutorial
	_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	
Allows students to exit and resume at a later time.	
Keeps a students performance record, where needed.	
Allows control of various aspects of the software (e.g., turning sound off).	
Allows for printed reports.	
Comments: No software was available for review.	**Total 0**

Presentation/Interface	Rating
Presents material in an organized manner.	
Has consistent, easy-to-use, on-screen instructions.	
Has developmentally correct presentation format.	
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	
Accessible for special needs students.	
Runs smoothly, without long delays.	
Presents easy-to-view text and graphics.	
Presents easy-to-hear and understand sounds.	
Avoids unnecessary screens, sounds, and graphics.	
Provides immediate, appropriate feedback.	
Comments: No software was available for review.	**Total 0**

Content—IT Computer & Technology Applications	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	4
Demonstrate the impact of computers on society	4
Basic computer terminology	4
Computer ethics, copyright issues, computer viruses	4
Knowledge of the Internet, web browsers, search engines	4
Use of electronic media	4
Knowledge of printing and printer troubleshooting	4
Knowledge of operating systems and navigating for basic file manipulation (e.g., save, delete, create folders)	3
Word processing skills (e.g., justifications, margins and spacing, headers/footers/footnotes, spell check/grammar check)	4
Spreadsheet skills (e.g., creation of Mathematical operations, formulas, functions, formatting, graphs/charts)	4
Database management skills (e.g., creating forms and reports, basic query operations)	4
Knowledge of networks (e.g., navigating, mapping, copying)	2
Comments:	**Total 45**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideas	4
Engages Students	4
Develops Computer Maintenance Ideas	3
Promotes Student Thinking	4
Assesses Student Progress	0
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	2
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	0
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	0
Comments:	**Total** **35**

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	**Total 36**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	**Total 24**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable